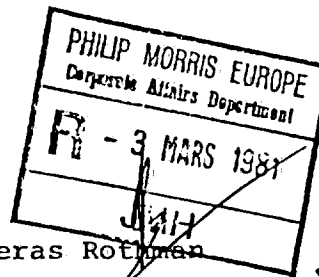


cc: D. MYLONAS RDR

2ND MEETING FRENCH WEST AFRICA WORKING GROUP

HEATHROW HOTEL 23 FEBRUARY 1981

M I N U T E S



PRESENT: Messrs. Wendell Moore - Carreras Rothman
Tony Dundas
Albert Bellot - Philip Morris
Jules Hartogh
Harold Schedel
B. Vuaille - Seita
J. Debande
John Ticehurst - BAT(UK&E)
Mike Scott
Gwynn Hargrove - Infotab

1. REVIEW OF MARKET SITUATION

- 1.1 J. Ticehurst outlined main points to emerge from visit of MJS and JT to Senegal/Ivory Coast and JT's subsequent meeting with M. Robert (MTOA):
- a) Allà Sène (Unimes) - being Senegalese can provide useful contacts. Advised to leave contacts with Government Ministers until May/June when they should be more settled/secure. Favoured revenue arguments (advertising and duty/tax).
 - b) Pagot (Havas) - good ministerial contacts. Believes strong arguments can be put together for retention of main media.
 - c) L'Oiseau (CR) - outlined action taken in Dakar which had resulted in law being dropped (at least for the time being). A two page document had been put together by local Advertisers Association outlining the industry case.
 - d) Robert - believed laws would be worse for MTOA especially tar/nic limits. Advised that use of 'dangereux' in a Health Warning would be more emotive in 3rd world countries. Took note of need for attribution. Draft legislation has passed through the Upper House. Has been actively lobbying with the Prime Minister and has already achieved a 2 year delay for tar/nic limits and many other concessions. MTOA not major advertisers, therefore less concerned by restrictions. However,

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did accept that there could well be common ground for getting together.

- 1.2 List of contacts has been provided by Duarte (attached). These will be taken into consideration when the action programme is developed.

2. DRAFT RESPONSE TO WHO STATEMENT OF MOTIVES
(FRENCH AND ENGLISH VERSIONS)

- 2.1 Principle of producing this response utilising third party quotes was agreed, although Imperial's reservations about the need for an industry disclaimer (in the case of ICOSI papers) was noted.

This response would not be sent out in isolation, but would be part of the industry package put together for use with appropriate contacts. Authorisation would be required by all companies if it was intended to pass it on to outside sources with a covering letter from the Tobacco Bureau.

- 2.2 Detailed comments on the paper to be sent to J. Hartogh.

3. DRAFT INDUSTRY POLICY

- 3.1 Agreed in principle that a general policy paper was necessary for West Africa. This could then be tailored to meet the specific market conditions.
- 3.2 Emphasis on lower tar developments would be avoided in the general paper in that this could lead to advertising expenditure limits being required.
- 3.3 Mixed views were expressed over tar banding versus specific numbers.
- 3.4 Although the law has already been drafted in Senegal, it was considered important to establish the industry's views on Voluntary Agreements and to start negotiations on general principles rather than the specific details considered in the law. At the very least this would help to extend implementation of any restrictions and give time for MTOA to sort out their product delivery problems.
- 3.5 W. Moore undertook to examine the policy paper and comment where appropriate on each section.

4. DRAFT CONSTITUTION

- 4.1 C-R reported that Mr. Orloff was not happy with the proposed Institute, believing that it would conflict with the activities/responsibilities of Infotab. JH and GCH explained that Infotab was not set up to provide operational assistance and that the Developing Countries

W.G. was not addressing itself to countries where Infotab members were not represented with a manufacturing company. Infotab would therefore welcome the formation of an association of importers/ local manufacturers and support would be given in the way of background papers etc.

W.Moore felt that there might be a proliferation of such associations which could be time-consuming for those involved, but JH thought that at this stage only two areas needed to be covered - West Africa and the Middle East. MS mentioned that certain Latin American countries might also require consideration.

No permanent staff or offices were envisaged at this stage.

CR agreed to review their position with Mr. Orloff and inform the Working Group as soon as possible.

- 4.2 Seita agreed to the principle of an Association.
- 4.3 It was agreed that SOFICAL should also be invited to join the association to represent the local manufacturers interest (who might become associate members.)

Seita would contact M. Henri (SOFICAL) and explain the aims of the Association in outline and seek to arrange a more detailed briefing meeting with Working Group members in Paris, hopefully within a fortnight.
- 4.4 It was agreed that the Association should be known as the Bureau of Information for Tobacco for West Africa (BITAO).
- 4.5 In view of the problems of 'disclosure' in African Markets and the facilities for setting up a legal office in Switzerland, it was agreed to seek to establish a legal address in Geneva. JH to progress.
- 4.6 Trustees would not be necessary. JH to revise the Constitution in the light of any further comments from members.
- 4.7 Member companies to nominate 'Directors' and a deputy.
- 4.8 R.J.Reynolds had requested participation in the Association. JH to brief them on the current status.

5. OTHER TOPIC PAPERS

- 5.1 The U.K. Advertising Controls booklet was reviewed and it was agreed that a separate paper would be necessary, tailored for the needs of developing countries rather than established markets.

5.2 The paper produced by CR for Egypt on tar/nic would be of value. CR to supply.

5.3 Infotab papers, such as the response to the recommendations of the WHO Committees on S & H 1975 and 1979, would also be of value subject to the disclaimer problems outlined under 2.1.

An index of such papers would be useful. JH to investigate.

6. LIAISON WITH INFOTAB/DEVELOPING COUNTRIES W.G.

6.1 GCH can outline current position to next meeting of the DCG in Kuala Lumpur week commencing 1.3.81.

6.2 JH to liaise with M.Covington.

6.3 Individual members to brief their Infotab and DCG members where relevant.

7. ACTION PLAN

7.1 Timing to be decided following Paris meeting with SOFICAL.

7.2 It was confirmed that A. Bellot would be the nominated representative of the Bureau and that an early meeting would be sought in Dakar with M.Robert and other contacts as appropriate to formulate the strategy/tactics for local action.

7.3 Specific industry position paper should be produced (on the lines of the Ivory Coast paper) to include the key 'money' arguments e.g.

Measurable media, overspill media
total revenue - local/imported
employment - direct/indirect

plus specific arguments on each clause.

BAT/PM/CR to brief local managers (Smith, L'Oiseau, Duarte) to liaise and produce a draft paper.

7.4 The proposed campaign would then be communicated to the members of the Bureau Board.

8. ANY OTHER BUSINESS

Notes produced by CR on the detail of the draft law in Senegal were reviewed.

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